

## Message Text

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PAGE 01 PARIS 15034 111653Z

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ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 COME-00 CIAE-00 INR-07 NSAE-00

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R 111641Z JUN 75

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 0266

INFO USMISSION EC BRUSSELS

UNCLAS PARIS 15034

E.O.11652: N/A

TAGS: EGEN, FR

SUBJ: FRENCH GOVERNMENT REQUEST FOR INFORMATION ON U.S.  
WHOLESALE AND RETAIL MARKETING TRENDS

1. SENIOR OFFICIAL OF MINISTRY OF FINANCE, REPRESENTING INTERMINISTERIAL WORKING GROUP ON DISTRIBUTION, HAS ASKED US TO ATTEMPT TO ASSEMBLE MATERIAL ON ORGANIZATION, FUNCTIONS AND POLICIES OF GOVERNMENT AGENCIES IN U.S (AT ALL LEVELS) WITH REGARD TO DISTRIBUTION OF MERCHANDISE. OVER PAST 10 YEARS, HE ASKED, WHAT TRENDS IN MARKETING STRUCTURE AND TECHNIQUES HAVE BEEN EMERGING AND WHAT ARE PROJECTIONS FOR NEXT TEN YEARS? WHAT ARE THE CONSEQUENCES OF THESE CHANGES FOR CONSUMER AND SMALL BUSINESS; ARE MONOPOLIES OR BANKRUPTCIES EMERGING? WHAT ARE TRENDS IN FINANCIAL AND STRUCTURE RELATIONSHIP BETWEEN PRODUCERS AND DISTRIBUTORS? DO DISTRIBUTION METHODS INFLUENCE PRODUCTION TECHNIQUES OR RANGE OF PRODUCTS? WHAT NOVEL METHODS ARE USED IN U.S. TO ANALYZE DISTRIBUTION COSTS AND HAVE FINDINGS LED TO CHANGES IN DISTRIBUTION STRUCTURE? WHAT IS GOVERNMENTAL ROLE IN ALL OF FOREGOING?

2. WHILE THIS KIND OF STUDY SHOULD NORMALLY BE UNDERTAKEN BY FRENCH EMBASSY IN WASHINGTON, WE WANT TO BE HELPFUL TO MINISTRY WHICH IS OF KEY IMPORTANCE TO U.S. OBJECTIVES HERE AND HOPE DEPARTMENT CAN FIND MEANS OF  
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PAGE 02 PARIS 15034 111653Z

ADVANCING THIS PROJECT, AT LEAST BY IDENTIFYING

PUBLIC AUTHORITIES MOST DIRECTLY CONCERNED AND BY  
FORWARDING ANY PERTINENT STUDIES ALREADY AVAILABLE. WE  
WOULD APPRECIATE REPLY BY JUNE 27 IF POSSIBLE.  
PETROW

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** MARKET SURVEYS, RETAIL PRICES, WHOLESALE MARKETS, ECONOMIC TRENDS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 11 JUN 1975  
**Decaption Date:** 01 JAN 1960  
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**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
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